



City Council Report

Date: August 26, 2013
To: City Council
Through: Alex Deshuk, Manager of Technology and Innovation
From: Edward Quedens, MPA, C.P.M., CPPO, Business Services Director
Alyce Benge, C.P.M., CPPO, Purchasing Administrator
Subject: Two-Year Term Contract for Library Media Materials for the Library Services Department **(Citywide)**

Purpose and Recommendation

Council is requested to approve the Term Contract for Library Media Materials as recommended. A committee representing Library Services and Purchasing evaluated responses.

The evaluation committee recommends awarding the contract to the highest scored proposals from Midwest Tape at \$175,000, and Recorded Books, LLC at \$75,000; annually, based on estimated requirements, for the combined total award of \$250,000 annually.

Background / Discussion

This contract will allow the purchase of library materials to build and maintain Mesa Public Library's resource collection to include, audio-visual materials, and related services.

The Library system consists of a Main library that includes a central technical services operation for the system. There are four branches. The Library has approximately 305,000 titles and 520,200 volumes in all formats. Annual circulation was 2,800,000 for FY 2011/12. The Library and 11 other libraries in Maricopa County participate in a reciprocal borrowing agreement.

The Request for Proposal establishes the acquisition of Library Media Materials to facilitate the entire Selection / Ordering / Receiving / Invoicing process. Materials covered by this RFP included: Spoken word (compact disc/MP3), Playaway (preloaded dedicated media player), Spoken word (digital format), DVD/BluRay, Downloadable digital media (including but not limited to streaming audio/video/music, electronic books or magazines), and materials in Spanish language.

38 vendors were invited to submit a response, in addition to the standard advertising in the Arizona Republic, Bid Net, Record Reporter and the City of Mesa Purchasing website. 33 vendors downloaded the solicitation from the Purchasing website. Four responses were received.

The initial contract period will be two years with two, one-year renewals possible subject to future Council consideration. Future price increases are capped by the Producer Price Index.

Staff from the Library Services evaluated the proposals based on the elements: Ability to meet Essential Services; Ability to meet Required Services; Ability to meet Preferred Services; Fulfillment Rate and Related Factors; and Presentation/Format. The highest scored proposals, Midwest Tape is being recommended for Primary award; and Recorded Books, LLC is being recommended for Secondary award. The evaluation committee unanimously agreed on the recommendation.

The highest scored proposal, Midwest Tapes (Primary) has an extensive title inventory, reasonable pricing structure and the attractive efficiency factor with shelf ready casing, EDI, easy returns, standing orders and good customer care. The second highest proposal, Recorded Books (Secondary) has attractive and popular exclusive titles and authors, their distribution rights to language learning publisher Pimsleur, and they are sole source for Libraries of the downloadable periodical database, Zinio.

Alternatives

Council may choose not to authorize the purchase and new responses will be solicited.

Fiscal Impact

The total amount of \$250,000 is available in the Library Services Department's operating budget.

Coordinated With

Library Services and Purchasing

PURCHASING INFORMATION

Action: Initial Award

Procurement Type: Request for Proposals

Solicitation Number: 2013138

Vendors Registered on Bid List: 38 (0 Mesa)

Advertising: Arizona Republic, Bid Net, Record Reporter, Purchasing Website

Downloads: 33

Protests Received: None

Initial Contract Term: Two years

Possible Renewals: Two, one-year renewal subject to future Council consideration

Prices: Future price increases are capped by the Producer Price Index.

Pricing Available to Other Cooperative Agencies: Yes

Proposals Received July 22, 2013:

Baker & Taylor, Inc. – Charlotte, NC

Mackin Book Company dba Mackin Educational Resources – Burnsville, MN

Midwest Tape – Holland, OH

Recorded Books, LLC – Prince Frederick, MD

"No Bid" Response Received From:

Perma-Bound – Jacksonville, IL

Proposal Scoring Results:

Elements / Maximum Points Possible	Midwest Tape Holland, OH Tucson, AZ	Recorded Books, LLC Prince Frederick, MD	Baker & Taylor, Inc. Charlotte, NC	Mackin Educational Resources Burnsville, MN
Ability to meet Essential Services / 480 points	460	415	435	275
Ability to meet Required Services / 220 points	210	195	143	163
Ability to meet Preferred Services / 55 points	50	55	50	40
Fulfillment Rate and Related Factors / 80 points	75	70	70	25
Presentation/Format / 15 points	15	5	15	15
Proposal Pricing / 150 Points	140	135	150	145
Total Points / 850 points	<u>950</u>	875	863	663

AWARD RECOMMENDATION

Primary Award

Midwest Tape
Holland, OH

Description
Library Media Materials per Terms and Conditions, Specifications and Pricing as offered Annual Contract Amount: <u>\$175,000</u>

Secondary Award

Recorded Books, LLC
Prince Frederick, MD

Description
Library Media Materials per Terms and Conditions, Specifications and Pricing as offered Annual Contract Amount: <u>\$75,000</u>

Total Annual Contract Award: \$250,000